



Communication (Outline for Discussion Only)

ANYTHING ELSE??

I. WHAT ARE THE DESIRED **OUTCOMES**?

- a. Define and promote key messages
- b. Collect information/data
- c. Begin to build our base of participants

II. WHAT TO INCLUDE IN A **NEW WEBPAGE**?

- a. Process timeline
- b. Comment section
- c. Sign-in for updates
- d. Resource library
 - i. Comprehensive Plan
 - ii. Demographic data
 - iii. Current strategies
 - iv. Existing public information products
 - v. Stakeholder list
- e. Interim products for review/comment
 - i. Draft Outline
 - ii. Draft Plan
 - iii. Final Plan

III. WHERE ARE OUR **CRITICAL CONNECTIONS**?

- a. City Council
- b. Other Boards & Committees
- c. City staff
- d. Key stakeholder communication networks